

Contributing and Co-Operating in Europe

JAMA Promoting Dialogue



A central policy of JAMA is to actively promote international industrial co-operation and dialogue, as an essential counterpart to intensifying international competition and globalisation in the automobile industry. In pursuit of this policy, JAMA has held its first ever formal staff-level meeting with ACEA, the association representing the European automakers; successfully held the Fourth JAMA-CLEPA Business Conference in Amsterdam; and held its annual reception in Brussels.

Contributing to the Industrial Vitality of Europe

At the annual reception, Mr Shigeru Sasaki, Director General of JAMA Europe, announced "for the first time our members produced more than one million cars in Europe. The fruit of their commitment and investment in Europe. Their production and R&D operations now spread across nine European countries. All contributing to the industrial vitality of Europe".

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**A Monthly Review
of the Japanese Motor
Vehicle Industry**

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Adding “our industry’s commitment to be reliable partners and to make our contribution to Europe is constant”.

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On the same day, JAMA Europe released its new European information brochure giving details on the 183,000 jobs created by Japanese automakers in Europe; existing production and R&D facilities; and future investment plans as they continue their drive to develop and build vehicles in Europe, for Europeans. There are plans to increase investment in the UK, Spain, Italy, and The Netherlands, and new investment projects in France, Poland and Hungary.



JAMA annual reception in Brussels

Reliable Partners

Mr Tsutomu Kagawa, Managing Director of JAMA, attended the JAMA reception and added his voice to emphasise the JAMA policy, “it is more important than ever to enhance our dialogue and co-operation with

European government agencies and automotive industry associations, especially in view of the swift advance of globalisation and the rapid changes in the business environment of the automobile industry. ■

Topic

Creating Business in Amsterdam

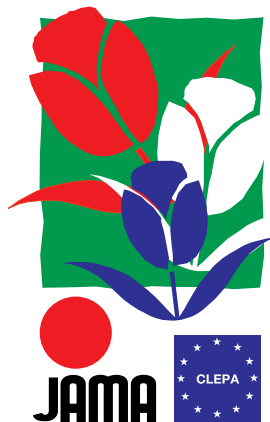
The Fourth JAMA/CLEPA Business Conference

Border-less markets oblige companies to offer globally competitive products in every market. Companies need to search the entire world for the best new technologies” said Mr Tadaaki Jagawa, head of the JAMA delegation, at the opening ceremony of the fourth JAMA/CLEPA conference on 19th April. The Amsterdam conference was designed to respond to this need and was attended by 665 people from 100 European supplier companies, including over 150 representatives from 11 Japanese automakers.

A Benelux Event

The conference was not only a European-Japanese event organised by JAMA and CLEPA, the association representing European automotive

suppliers, but also a Benelux event. And JAMA wishes to thank RAI and FABRIMETAL, the Dutch and Belgian



associations representing automotive suppliers, for jointly organising and hosting the conference.

The conference also had the support of the Dutch and Belgian governments, the European Commission and the Japanese government, whose representatives at the event warmly welcomed the JAMA/CLEPA conference as a valuable exercise in international co-operation.

A Business Event

A crucial part of creating a successful business relationship with Japanese customers is personal contact and the conference was designed to maximise the opportunities for contacts to be made. At the heart of the business conference were hour-long Face-to-Face meetings between purchasing executives from 11 Japanese automakers and seventy pre-selected European suppliers. 280 of these meetings were

held over the three day conference. The selection process was a tough one, as 200 companies applied for places, but emphasis was placed on encouraging suppliers from a wider selection of countries and to have more small and medium sized companies present.

Personal Contacts are Key

As an innovation for the Amsterdam conference, there was a display area for 100 European companies to show their products, which was greatly valued by the purchasing executives of the Japanese automakers, as they could see concrete examples of European products. The display area was also designed as a way to encourage more small and medium sized companies to attend the event.

Developing Relations

The Amsterdam conference was also used as an opportunity for senior figures in the European automotive supplier industry and the Japanese automakers to meet and to learn from each other. At the meeting, executives discussed future co-operation and decided to hold a fifth JAMA-CLEPA business conference, probably during the Autumn of 2000. Previous conferences have been held in Paris (1995), Berlin (1996) and London (1997).

Other subjects discussed were: the state of the Japanese and European markets and recent developments like the introduction of the Euro; and production developments in the



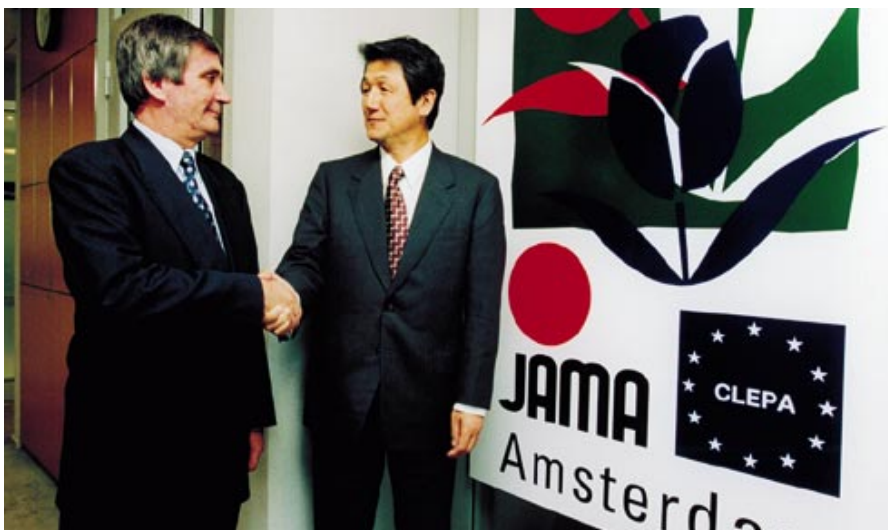
The display area for European components in Amsterdam

supplier industry like modularisation and systemisation, i.e. the supply of complete modules or systems by suppliers to automaker production lines.

International Co-operation in Action

The JAMA/CLEPA Business conferences are an unique example of international co-operation in action. Reflecting the needs of members of both associations, in a world of globalisation, to compete and to develop new products for customers whether car buyers or car makers.

As Mr Trevor C. Bonner, head of the CLEPA delegation said "Whilst it is always difficult to measure accurately, there is clear evidence that the previous conferences have made a major contribution to both increasing the volume of business, and also expanding the number of business relationships, between suppliers based in the European Union and the Japanese vehicle manufacturers." ■



Mr Tadaaki Jagawa, JAMA delegation leader and Senior Managing Director, Toyota Motor Corporation and CLEPA Chairman Mr Trevor C. Bonner, Chairman of Automobile Division, GKN

THE AUTOMOTIVE ASSOCIATIONS OF EUROPE AND JAPAN MEET IN BRUSSELS

In mid-April, senior staff of the European automotive association, ACEA, and JAMA met in Brussels. This was the first time that executives from the two associations have met formally and follows on from a JAMA-ACEA Presidential meeting held last year in Munich.

The aim of the meeting was to encourage contacts between the two associations by making a first step in identifying common issues where the two associations could hold a dialogue and co-operate together in the future. The associations already work together in the international context of recycling workshops, and in the "trilateral" meetings on international standards harmonisation with the "Alliance" of the US.

The two associations represent fiercely competing members, but some subjects like environmental challenges, safety concerns and international standards, do have the potential to be addressed through co-operation and dialogue.

Both associations expressed their satisfaction that the meeting was held and with future meetings in prospect. It was decided that another Presidential meeting should be planned, possibly during this Autumn's Tokyo Motor Show. ■

Japan's New Sports Cars



JGTC Racing in Japan

Things move fast in Japan. Until recently, the Recreational Vehicle was absolutely the thing to have, be it wagon, 4x4-sport-utility or minivan. The market could hardly get enough of RVs. But now, there's a new twist to the story. Sports cars seem to be moving up as the boom for RVs seems to be tailing off, and for those that love to drive, it's the best news in years.

Yes, Japan has rediscovered performance and, in particular, the purist feedback that only a well-engineered, rear-wheel-drive chassis can provide. The Toyota Altezza (Lexus IS 200), new Honda S2000 sports car and Nissan's Silvia coupe are three that all subscribe to that theory. Mazda, with the reborn RX-7 coupe and Roadster (MX-5), is another long-time rear-drive supporter. It can't be co-incidence that these cars are all brand new, or have been substantially re-engineered, over the past few months as rear-drive has come right back into vogue.

We have Japan's car making fraternity picking up on the noble art of FR

(front-engine/rear-drive) and reviving it as the next big thing to thank for that. Helping the cause is the fact that FR cars can be, and often are, more sporty and interesting than their FF cousins. Many of the enthusiast cars Japan produced in the past have also been rear-drive. So, as young Japanese come out of RVs, where do they go to? To their bright new breed of FRs, the makers hope; cars they would also like to see gee-up the market as a whole.

Not that this sports car revival is wholly down to FR, of course. Japan is also home to some outstanding 4WD sports machinery, the Nissan Skyline GT-R, Mitsubishi Lancer GSR Evo and Subaru Impreza WRX unquestionably heading the pack.

Still, whether it is 4WD with its traction, sheer speed and grip through corners; or FR which brings a more direct, involving feel at the wheel and can introduce you, ahem, to the exciting world of tailslides, or even sports FF and mid-engined cars (yes, these are available, too), Japan's new wave of sports cars is coming on strong.

Are we having fun, yet? We most certainly are. ■

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